

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 492817 /		<u>Alt Order #</u> 06309499
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 09/12/12 - 09/22/12		<u>Estimate #</u> 976
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 09/25/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 4	KVVU	09/21/12	09/21/12	Katie Couric	2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$145.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/17/12-09/23/12	Katie Couric	2-3p	-----F-----	:30	\$145.00	NM		
Credited												
Totals											76	\$106,410.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/21/12	76	\$106,410.00	\$90,448.50
Totals	76	\$106,410.00	\$90,448.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6309499 TRF# 492817 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP25/12 13.05
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

ADV # _____ ADV. NAME _____ ISS/CROSSROADS GPS _____ REP. # _____ OFF. # 762 SALESMAN # _____
 AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY

66 CANAL CENTER PLAZA, SUITE 555

SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER # _____ CONTRACT # 6309499 CLASS: NATL. _____ LOCAL _____ REGIONAL _____
 PRDCT CROSSROADS GPS EST#976 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP12/12 SEP21/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP25/12 13.05

REP: TO ROSE
 FR NIKKI
 OKD M9
 NEW TOTAL \$106410 (-145)
 PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4	S		200P-300P	30		\$145.00	9/21	9/21	0		FRI	0

AGENCY ADVERTISER CODE = 12
 AGENCY PRODUCT CODE = 11
 AGENCY EST# = 976

PROGRAM : KATIE
 CON COM1: KATIE
 CREDIT TAKEN FOR 1 SPOT(S) MISSED SEP21

REP HEADLINE# 6309499 TRF# 492817
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 13.05
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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M9	OK'D	BUY#4	MISSED:FRI/200P-300P				SEP21		30S	\$145.00	(SEP25/12)	
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OFFER: NONE
CMT: SPOT N/A DUE TO CUT-IN FOR ROMNEY RALLY. FLIGHT ENDED PLS CREDIT.

SEP/12	106410.00											
CONTRACT TOTAL											106410.00	
TOTAL SPOTS											76	

MARKET TOTALS \$591,972 KVVU 18% KSNV 23% KLAS 42% KTNV 17% KVMY 0% KVCW 0% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE